

AMENDED IN ASSEMBLY JUNE 17, 2014

AMENDED IN SENATE APRIL 10, 2014

**SENATE BILL**

**No. 928**

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**Introduced by Senators Correa and Huff**

January 29, 2014

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An act to *amend Section 13996.65 of, and to add Section 13996.43* to, the Government Code, relating to economic development, and making an appropriation therefor.

LEGISLATIVE COUNSEL'S DIGEST

SB 928, as amended, Correa. International trade and investment office: Mexico.

The Economic Revitalization Act establishes the Governor's Office of Business and Economic Development, also known as "GO-Biz," to, among other duties, serve the Governor as the lead entity for economic strategy and the marketing of California on issues relating to business development, private sector investment, and economic growth. Existing law authorizes the director of GO-Biz to establish and terminate international trade and investment offices outside of the United States as he or she determines is appropriate, if specific requirements are met. Existing law establishes the Economic Development and Trade Promotion Account, a continuously appropriated account, to accept private moneys to fund international trade and investment offices.

This bill would, notwithstanding ~~any other law~~ *provisions authorizing the director of GO-Biz to establish and terminate international trade and investment offices outside of the United States if specified conditions are satisfied*, and to the extent private moneys are available, require the director of GO-Biz, on or before January 1, 2016, to establish and operate, *or to create a public-private partnership to establish and*

*operate*, an international trade and investment office in Mexico City, Mexico. This bill would require the director of GO-Biz to include information regarding the Mexico City trade and investment office in existing reporting requirements relating to an International Trade and Investment Program, as specified. This bill would require GO-Biz to accept and administer private moneys through the Economic Development and Trade Promotion Account. By expanding the use of a continuously appropriated account, this bill would make an appropriation.

This bill would require the Mexico City trade and investment office to, among other things, promote the export of California goods and services into Mexico and facilitate access to educational exchange programs between California and Mexico.

*Existing law requires the director of GO-Biz to develop an International Trade and Investment Program for the state and to submit the strategy and business plan for the International Trade and Investment Program to the Chief Clerk of the Assembly, the Secretary of the Senate, the Speaker of the Assembly, the President pro Tempore of the Senate, the chair of the Assembly Committee on Jobs, Economic Development, and the Economy and the chair of the Senate Committee on Business, Professions and Economic Development, or respective successor committees, with jurisdiction over the international trade and economic development programs.*

*This bill would also require the director of GO-Biz to submit the strategy and business plan to the Senate Select Committee on California-Mexico Cooperation.*

Vote: majority. Appropriation: yes. Fiscal committee: yes.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

- 1 SECTION 1. Section 13996.43 is added to the Government
- 2 Code, to read:
- 3 13996.43. (a) Notwithstanding ~~any other law~~, subdivision (b)
- 4 *of Section 13996.41, the director shall*, on or before January 1,
- 5 2016, ~~the director shall~~ *establish and operate, or create a*
- 6 *public-private partnership to establish and operate*, an international
- 7 trade and investment office in Mexico City, Mexico.
- 8 (b) The Mexico City trade and investment office shall do all of
- 9 the following:

1 (1) Facilitate access to educational exchange programs between  
2 California and Mexico.

3 (2) Promote the export of California goods and services into  
4 Mexico.

5 (3) Encourage and facilitate capital investment from Mexico  
6 into California.

7 ~~(e) Notwithstanding subdivision (f) of Section 13996.41, only~~  
8 ~~the office shall operate the Mexico City trade and investment~~  
9 ~~office.~~

10 ~~(d)~~  
11 (c) The director shall include information regarding the Mexico  
12 City trade and investment office in the reports prepared and  
13 transmitted pursuant to Section 13996.65.

14 ~~(e)~~  
15 (d) The office and the director shall perform the duties required  
16 by this section only to the extent private moneys are available for  
17 these purposes. The office shall accept and administer private  
18 moneys pursuant to subdivision (a) of Section 13997.

19 ~~(f)~~  
20 (e) For purposes of this section, the following definitions shall  
21 apply:

22 (1) “Director” means the Director of the Governor’s Office of  
23 Business and Economic Development.

24 (2) “Office” means the Governor’s Office of Business and  
25 Economic Development.

26 *SEC. 2. Section 13996.65 of the Government Code is amended*  
27 *to read:*

28 13996.65. (a) The director shall prepare the following:

29 (1) A budget for the International Trade and Investment Program  
30 that includes a separately stated budget for each international trade  
31 and investment office. The budget shall provide all the following:

32 (A) A description of how the International Trade and Investment  
33 Program and each individual international trade and investment  
34 office will be funded.

35 (B) A description of staffing levels and the positions needed to  
36 operate each international trade and investment office.

37 (2) A strategy and business plan for the International Trade and  
38 Investment Program, developed with input from California  
39 businesses that shall include, but not be limited to, measurable  
40 goals, objectives, and outcomes and timelines necessary to attract

1 employment-producing direct foreign investment to the state and  
2 increase California exports. The strategy and business plan shall  
3 include, but not be limited to, all of the following:

4 (A) A description of the staffing levels and staff expertise needed  
5 to operate each international trade and investment office.

6 (B) A description of monitoring and oversight procedures  
7 implemented for the International Trade and Investment Program.

8 (C) A description of how a newly proposed international trade  
9 and investment office will facilitate an increase of direct foreign  
10 investment in California or an increase in California exports, or  
11 both.

12 (3) A written review of the implementation of the prior year's  
13 strategy and business plan for the International Trade and  
14 Investment Program that addresses the performance of the program  
15 and each international trade and investment office.

16 (b) The annual budget, the strategy and business plan for the  
17 International Trade and Investment Program, and the prior year's  
18 review drafted pursuant to subdivision (a) shall be transmitted to  
19 the Chief Clerk of the Assembly, the Secretary of the Senate, the  
20 Speaker of the Assembly, the President pro Tempore of the Senate,  
21 the chair of the Assembly Committee on Jobs, Economic  
22 Development, and the Economy—and, the chair of the Senate  
23 Committee on Business, Professions and Economic Development,  
24 *and the Senate Select Committee on California-Mexico*  
25 *Cooperation*, or respective successor committees, with jurisdiction  
26 over the international trade and economic development programs.